December 30, 1964

TO: SCHUYLER CHAPIN

FROM: AMOS VOGEL

RE: PROPOSAL FOR A U.S.S.R. FILM WEEK AT NEW YORK STATE THEATER

As part of the cultural exchange program between the U.S.S.R. and the U.S.A., periodic film weeks are to be held in both countries featuring the other's productions. These are official events, presented under identical conditions and with official participation of the governments involved.

As a result of my conversations with Arnold Picker, Executive Vice-President of United Artists - the official American motion picture representative in the cultural exchange program - it is proposed that a U.S.S.R. Film Week be presented at New York State Theater June 7 - 14, 1965, in collaboration with the State Department and the U.S.I.A.

Both of these organizations are enthusiastic about the possibility of presenting this event at New York State Theater since this in turn will insure the presentation of the American Film Week at Moscow's largest motion picture theatre situated in the Kremlin.

I consider such an event eminently advantageous for Lincoln Center, both from a film and a public relations point of view - provided, however, that the selection and quality of the films available to us will be of the highest caliber. Of this, I am not certain, and it will be necessary to both discuss and see what the Russians have in mind.

A meeting will be arranged early in January with the Messrs. Picker, Stevens and Siscos of the U. S. State Department and ourselves.

I am enclosing a very tentative budget which clearly indicates that even if certain expenses are borne by

the Russians (and possibly the State Department), as expected, and even if there is a sell-out (which is by no means certain), we must anticipate a deficit of at least \$11,000. Depending on the nature of work connected with the Film Festival at the time, as wellaas the stage reached in preparing for a constituent, it may become necessary to add an administrative assistant to the enclosed budget.

This venture will also require the installation of motion picture equipment at the State Theater, suitable for both 70 and 35mm projection, which, in any case, is presently under consideration. An estimate of these costs is reaching you separately.

TENTATIVE BUDGET FOR U.S.S.R. FILM WEEK

AT NEW YORK STATE THEATER

June 7-14, 1965

House Costs	\$21,000
Advertising:	
Foreign Language Press \$500 New York Times: 1200 Lines 1400 Lines 300 Lines 40 Lines, daily,7 days 6300	
Herald Tribune:	
300 Lines 480	
New York Post 400 Lines	
300 Lines	
20 Lines, daily, 7 days 1μμ0 Village Voice:	
300 Lines	
400 Lines 294	
Production Costs (estimate) 1000	10,014
Publicity Expenses (releases, stills, clippings)	1,000
Film Handling, Storage, Run-throughs, Insurance	1,100
Projection (Showings, Press Screenings, Testing)	1,250
Amos Vogel - Expenses	500
Staff Salaries:	
2 Secretaries @ \$100 each for 4 weeks 800 Front-of-House Manager 200 Stage Manager 300 Hospitality Coordinator 300	1,600
Telephones and Telegrams	1,500
Miscellaneous (Sound Engineers, Signs, Postage Messengers, equipment installation)	1,500
Contingencies	1,000
TOTAL	\$40,464

The following are not included in the expenses for the reasons noted:

1. Salaries: Amos Vogel, Sallie Wilensky, Elinor Silverman, Pete Franklin, 2 additional public relations persons

....To be provided "free"

2. Hospitality Aids, Interpreters for Visitors

....To be provided by State
Department, U.S.S.R.,
Lincoln Center volunteers

- 3. Airplane Fares and New York Expenses for Visitors
 To be provided by U.S.S.R.
- 4. Export, Import and Transportation Costs for Films
 To be provided by U.S.S.R.
- 5. Social Events and Opening Night Reception

and State Department

6. Symposium

....To be provided by State Department

7. Amos Vogel - Trip to Moscow, 1 Week

....To be provided by U.S.S.R. or State Department

8. Brochure, Clipping Bureau, Promotional Mailings and List Rentals, TV Spots, Press Luncheon

.... Not to be undertaken

POTENTIAL NET INCOME - U.S.S.R. FILM WEEK

	Seating Capacity	Estimated Obstructed View	Comps	Saleable Seats	Price Scale	Gmpany Share	Net
ORCHESTRA	1044	150	100	794	\$2.50	\$2.30	\$1826.20
1st RING	339	20	100	219	3.50	3.17	694.23
2nd RING	312	80		232	2.00	1.86	431.52
3rd RING	310	20		290	2.00	1.86	539.40
4th RING	141	40		101	1.50	1.43	144.43
* GALLERY	551			551	•99	•99	545.49
* 5th RING	32						
		NE	r per per	RFORMA NCE			\$4181.27
	1.	NE	r FOR 7 I	erformanci	E ENGAGE	MENT	\$29,268.89

^{*} Gallery seats to be sold to students only via their schools and the Lincoln Center Student Program.

^{** 5}th Ring cannot be sold for film events.

BALANCE SHEET

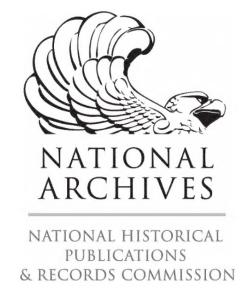
Total Estimated Expenses	\$40,464.00		
Total Net Income at 100% Capacity Estimated Deficit at 100% Capacity	\$29,268.89 \$11,195.11		
Total Net Income at 90% of Capacity Estimated Deficit at 90% of Capacity	\$26,342.00 \$14,122.00		
Total Net Income at 80% of Capacity Estimated Deficit at 80% of Capacity	\$23,315.11 \$17,148.89		

Scanned from the collections of the Wisconsin Center for Film and Theater Research, with support from the

National Historical Publications and Records Commission.



https://wcftr.commarts.wisc.edu



https://archives.gov/nhprc